

# Understand your customer in real-time and make the sale

**When research showed that sales were being lost due to a lack of joined up systems across online and physical stores, management decided to get to the heart of the matter and find out why.**

shaping tomorrow with you

The cause was disjointed management of data. There was no holistic view of the entire operation. That meant the retailer could not respond to customers expecting to be able to buy what they wanted anywhere and everywhere.

It also meant that store associates could not re-order the same products for both physical and online fulfilment in real-time. The retailer implemented a Unified

Commerce approach creating a single, central view which could match the flow of products, offers, and data to the behavior of customers in the real world. Store associates could engage with the system to maintain stock-levels, arrange deliveries, make instant orders in store, and provide a single, focused service to customers either face-to-face, online or on the phone.

**The point was to be an everywhere, anywhere store that always closed a sale.**